Cover Letter A
(based on KDE scoring guides)

Category_____ Student _____

Teacher _____ School _____

Criteria	1	2	3	4	Score
Purpose/Audience To inform employer about personal objectives, prior experience in a business format	*Minimal awareness of audience letter is intended and purpose of letter	*Some evidence of communicating with audience letter is intended & purpose, some lapse in focus	*Focused on a purpose, communicates with audience letter is intended, suitable tone	*Establishes a purpose for the letter, maintains clear focus, strong awareness of audience letter is written to, appropriate tone	
Idea Development *Content* Promoting self as ideal candidate using specific details to support personal objectives, goals, and career interests. - who you are, what you want, &what you have to offer Explain why you are a strong candidate **Originality** Ideas presented are authentic to individual student – thoughts and details are not replicated across numerous entries	*Ideas are replicated *Some ideas are relevant to topic	*Ideas relevant to topic *Some inaccuracies to ideas, unclear *Statement concerning learning about job is vague. *Tells about personal skills, but does not connect them to job *Contact information vague *Ideas are not elaborated	*Ideas are communicated *Provides accurate support and thoroughness to ideas *Makes a statement about learning about the job *Vaguely, tells about personal skills, attempts to connect to job *Contact information provide with time or number *Job specific, employer specific, **or** relates to student's own experience, objectives, and goals	*Ideas are clearly communicated and concise *Provides thorough support of ideas *Makes statement of where specifically learned about job *Specific about personal skills and how relates to job *Contact information with time and number provided *Job specific, employer specific, **and** relates to student's own experience, objectives, and goals	
Organization Using appropriate transitions (therefore, additionally, moreover) to maintain logical order in business letter format (date, heading, greeting, introductory paragraph, 3 body paragraph, closing paragraph, closing, & spacing) *Font – Times New Roman or Arial size 12	*Business format not used *Randomly written *Makes no reference to place of business or job area *Transitions were not used *Block font not used and is larger than 12	*Attempts business letter format - has inaccuracies *Unorganized, but attempt is observable *Makes references to job area, but not place of business *Attempts to use transitions. *Font –True font type, but larger than 12	*Majority of business letter format is present *Ideas sufficiently organized *Makes reference to place of business with minimal inaccuracies *Used transitions between ideas *Font – block font, no larger than 12 (Times New Roman or Arial)	*All components of business letter format is present *Ideas well organized *Makes accurate reference/s to place of business *Transitions in letter flowed from one idea to the next *Font – Times New Roman or Arial size 12	
Signature	No signature	Partial Signature	Signature present, but offline with format, not in ink	Signature in ink above type written name	
Language Word choice and usage appropriate for business format (ex. no abbreviations, slang, etc.)	*Language inappropriate to business letter *Language is not relevant to purpose of letter *Reference to resume is vague or not present	*Attempts to use language for business letter *Some language used for purpose of letter *Vaguely tells about resume *Makes reference to resume with minimal elaboration	*Appropriate business letter language *Attempts to use language appropriate for purpose letter *Makes reference to resume to support qualifications for job	*Formal business letter language (specific lang. pertains to job) *Makes detailed reference to enclosed resume to support qualifications	
Correctness Correct use of spelling (sp), punctuation (punc.), and capitalization (cap) * 3-4 well-developed paragraphs - easy to read	*Undeveloped paragraphs *> 3 Sp errors or *>3 grammar errors or *> 3 punc. Errors or *> 3 cap errors or *>3 errors w/ completion of headings/ addresses * No Salutation	*Attempts to write in paragraph form *3 Sp errors or *3 grammar errors or *3 punc. Errors or *3 errors with completion of heading and addresses *Salutation is incomplete	*Paragraphs are formed *1-2 sp errors or *1-2 grammar errors or *1-2 errors w/ completion of heading addresses *Salutation is addressed to general person (ex. To Whom it May Concern)	*Paragraphs are completely developed *No spelling errors *No grammar errors *No punc. errors *No cap errors *Headings/addresses are complete *Salutation is addressed to specific person at place of employment	**Total**